

3rd Draft



Congleton Town Council

CYCLING MASTERPLAN FOR CONGLETON

Inspired by the **TOUR OF BRITAIN**  2016

Working in partnership with:



Foreword

Since the success of the Tour of Britain in Cheshire East, there is a desire to build upon this success by improving the cycling infrastructure. This document has been produced to help deliver change to our community, to make cycling and walking in and around Congleton safer and remove the barriers to participation, make them the choice for short journeys and to ultimately offer a truly spectacular leisure facility.

We want to build upon the success of the Tour of Britain and make Congleton a cycling town and a true destination for cyclists.

Cllr Rachel Bailey, Leader of Cheshire East Council called Congleton: *'The heart of cycling in Cheshire East'* 2016



Why Cycling and Walking?

With the rise in obesity and unhealthy lifestyles, the importance of health, fitness and wellbeing has never been greater. The more we encourage people to look after themselves in terms of health and fitness the better quality of life we will have both physically and mentally, for the whole of our lives.

Cycling is riding the crest of a wave in terms of participation, central government sees the benefit to our nation in terms of fighting obesity, improving lifestyles and reducing costs to employers and public services. Also improving our environment in terms of the air we breathe and the realm in which we live and work, cycling and walking have been identified as the easiest activities that citizens can take up, with the greatest returns if done regularly.

The Congleton Tour of Britain Cycling Legacy Committee have created a Cycling Masterplan for Congleton. By gradually implementing the infrastructure we suggest culminating with an ambitious dedicated cycling facility, we will provide Congleton and the surrounding area with a truly sustainable leisure facility to capture the interest from toddlers through to seniors making it easy to choose the healthy option for sport, leisure and sustainable transport.

We need to capitalise on this enthusiasm for cycling the Tour of Britain has brought to Cheshire, which has inspired people to start cycling, especially the younger members of our community. Delivering these facilities will not only nurture this seed, but allow it to thrive and grow and spread amongst our community. Improving infrastructure for cycling and walking will make taking exercise more attractive and enjoyable and be able to fit into the daily lives of all our residents.

Providing safe, segregated cycling and walking routes linking the town and the residential areas, coupled with a fantastic leisure facility will make exercise part of a daily routine and a family choice for leisure time and Congleton being able to host world class cycling events.

Cllr Suzie Akers Smith
Town Mayor 2018/2019
Congleton Town Council



The current infrastructure in Congleton

The Congleton safe cycling network has been built by piece meal and has not received investment over the years to ensure it is fit for purpose.

This map shows the current network with missing links. Many of the sections of the cycling network routes end abruptly leaving cyclists to navigate dangerous road junctions, crossings and roundabouts. The signage is inadequate and some roads and junctions are four lanes making them difficult to cross. For example Belmont Avenue across Clayton bypass to McDonalds and Tesco is used by many people in particular children and young people.

The current provision does not encourage children and young people to cycle and parents do not feel that their children are safe cycling alongside traffic.



Congleton Cycling Circumnavigation

An 8 to 10 mile circumnavigation of Congleton through new housing developments, along the tow path and along existing traffic free routes.



Congleton Cycling Network Improvements cont'd...

Safe cycling routes so that children and young people can cycle to their school.

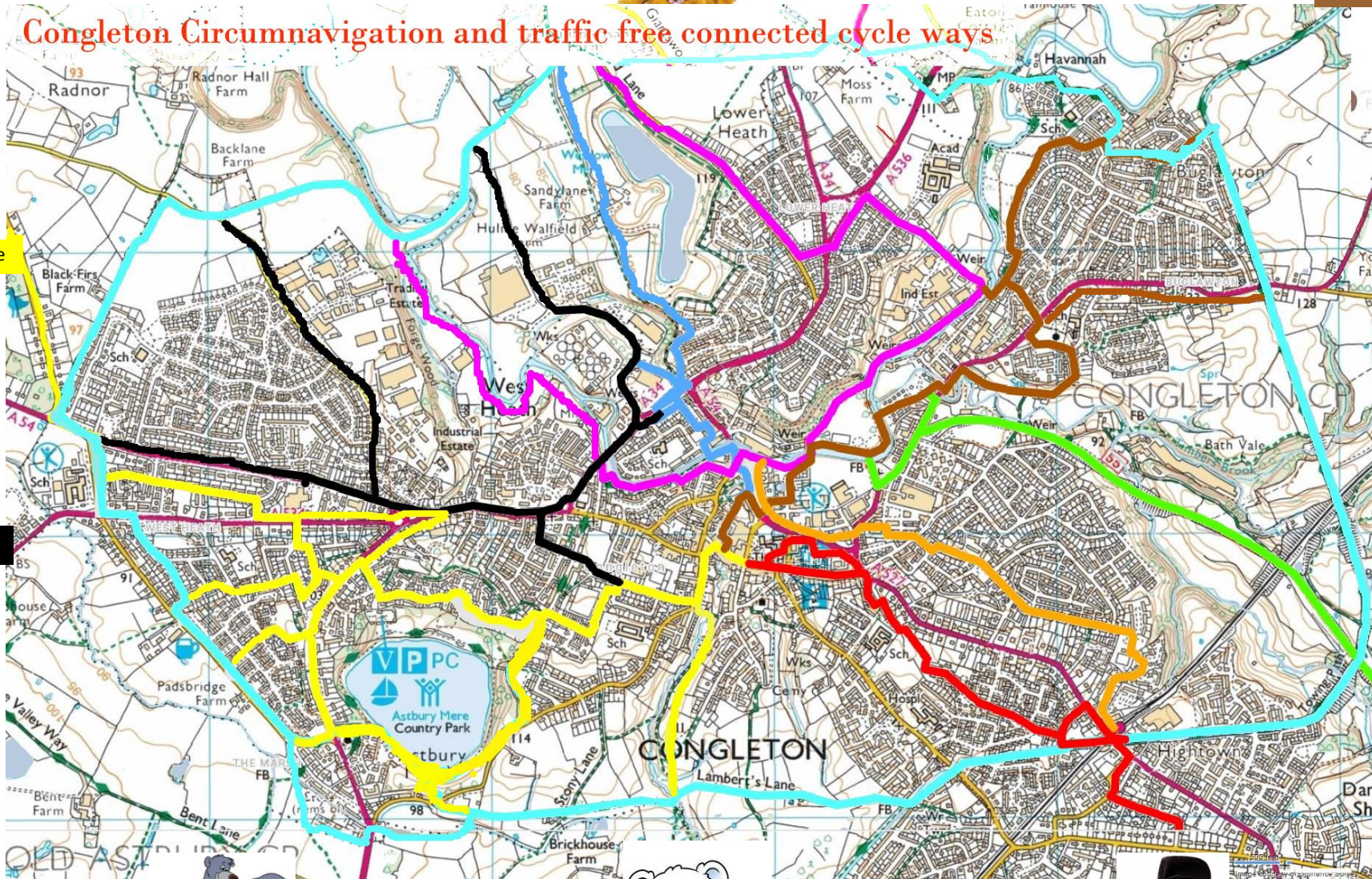


Kung Fu Panda Bear Route



Fozzie Bear Route

Congleton Circumnavigation and traffic free connected cycle ways



Honey Bear Route



Rupert Bear Route



Yogi Bear Route



Kodiak Grizzly Bear Route



Baloo Bear Route



Cycling Masterplan for Congleton

Polar Bear Route



Paddington Bear Route

Congleton Neighbourhood Plan



Congleton Town Council
October 2016
someone@example.com

WHAT'S NEXT?

Evidence to support a cohesive and effective cycling network.

Grant availability and applying for funding.

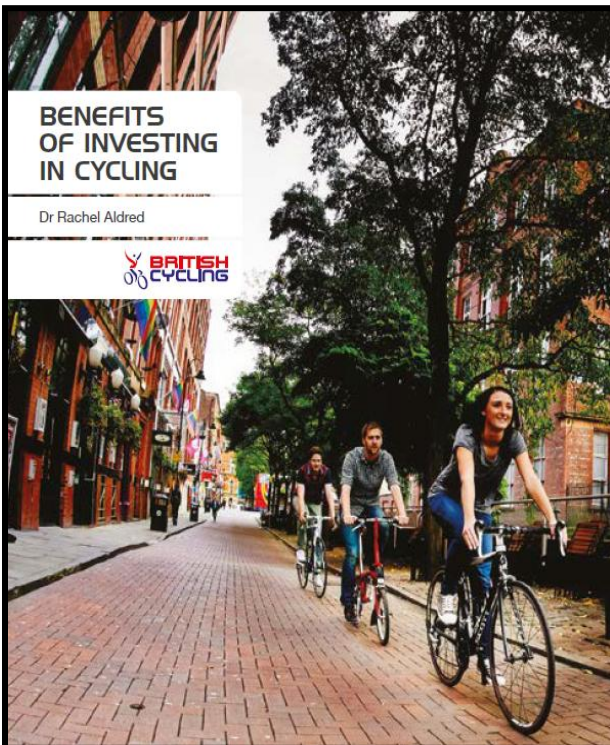
Support from the town council through the Neighbourhood Plan

Support from Cheshire East Council, planning and next steps.

Plan and timescales for implementation of the various projects.

BENEFITS OF INVESTING IN CYCLING

Dr Rachel Aldred



Sport England to invest £88m in grassroots sport, with cycling biggest winner

16 December 2016 | Olympics



Cycling will receive more than £17m in grassroots funding

Sport England will invest £88m in grassroots sport and a further £3m to help sports bid for major events over the next four years.

Of the 26 governing bodies to benefit, cycling is set for the biggest award of more than £17m.

Sport England said the announcement shows its "ongoing commitment to supporting those who have a close affinity with sport".

The investments and new funding opportunities are designed to build on the 15 million people who regularly play sport in the country, which Sport England calls its "core market".



Cycling and Walking Investment Strategy



March 2016



EVENTS TO ENCOURAGE ACTIVITY?

On the 23rd April 2017 Congleton hosted its first sprint triathlon event fronted by Councillor David Brown, not only did this event enable people to take part as a team, it encouraged inactive people to give exercise a go. Many people who took part had not exercised for years and a number of people that entered have gone on to lose weight, over 2 stone in one case. Closed road events for cycling and other activity based events will encourage members of our community to give fitness a go and the realisation that a little bit each day will help you feel good and fitter; this will encourage people to do more and help embed activity into their daily routine.

This was a successful event that raised over £7000 for the Mayor's charities and there was call to make it bigger and better and to include children and young people.

We can create events such as this with a closed road track as part of a country park and with closed road events such as time trials and hill climbs.

The Tour of Britain
2016 was a great success in Congleton and Cheshire East. There is evidence that supporting events such as these encourages people to take up cycling as an activity. Providing cycling routes that make people feel safe is a starting point for young cyclists.



The children's ride out which was attended by over 250 Congleton school children who had their very own t-shirt designed as a memento from the day – Tour of Britain 2016

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Website links:

www.congleton-tc.co.uk
www.cheshireeast.gov.uk
www.gov.uk/government/consultations/draft-cycling-and-walking-investment-strategy

www.cyclinguk.org/
www.sustrans.org.uk
www.congletoncycling.co.uk
www.tourofbritain.co.uk

www.britishcycling.org.uk
www.sportengland.org



A destination for cyclists

